

MAR 24 1941

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: For your convenience, events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled.

WEEK BEGINNING MONDAY, MARCH 24, 1941

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Mar. 24 9:30 A.M. Breakfast	SPRING COLLECTION- CONTEMPORARY FASHIONS Press breakfast. Nina Price will present a small collection of new spring day-to-dinner fashions "for the modern woman facing an era of stark realities." Contact: Nina Price, EL. 5-1412.	NINA PRICE	8 EAST 53RD ST.
Monday Mar. 24- Saturday Mar. 29 Teatime	COLLEGE SHOP GRAPHOLOGIST College girls home for the Eastery holiday may drop into Bonwit Teller's College Shop for a cup of tea and an expert reading of their own or their best beau's handwriting by graphologist, Dorothy Sara. Publicity: Mary Madeleine Lanphier, EL. 5-6800.	BONWIT TELLER	FIFTH AVE. AT 55TH
Monday Mar. 24 7:45 P.M.	LECTURE ON FASHION Topic: Peaks and Pitfalls in Fashion Merchandising. Open to regularly enrolled students and members of the Fashion Press. Information: CI. 6-1935.	DOROTHY ANDERSON, ARNOLD CONSTABLE	TOBÉ-COBURN SCHOOL FOR FASHION CAREERS
Monday Mar. 24 8:30 P.M.	LECTURE ON SPANISH FOLK ART IN THE NEW WORLD Speaker: Isabel de Palencia. Free to members. Open to public, \$1.	MUSEUM OF COSTUME ART	630-5TH AVE.
Monday Mar. 24 8:45-9 P.M.	RADIO PROGRAM: "HERE'S LOOKING AT YOU" Twice-a-week, on Monday's and Wednesday's, Pegeen Fitzgerald and make-up expert give someone a thorough going-over at the "mike", winding up with appropriate do's and don'ts for make-up and dress. Publicity: PE. 6-8600.	PEGEEN FITZGERALD	STATION WOR
Tuesday Mar. 25 1:15 P.M. Luncheon	STEIN & BLAINE FASHION SHOW Custom-made Collection of spring fashions. Publicity: Kay Merrill, PL. 3-6180.	RITZ CARLTON OVAL ROOM	MADISON AVE. AT 46TH ST.
Tuesday Mar. 25 5-7:00 P.M. Tea	DE PINNA FASHION SHOW Benefit tea. High-spot: Presentation of De Pinna fashions chosen according to the Sara Garrard Color Horoscope of Fashions. Publicity: Mrs. A. D. Story, MU. 5-6649.	FT. BELVEDERE CHAPTER DAUGHTERS OF BRITISH EMPIRE	SHERRY NETHERLANDS TAPESTRY ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Mar. 25 6:30 P.M. Dinner; 8:30 P.M. Auction	BENEFIT AUCTION: HEARST COLLECTION	GIMBEL BROTHERS	B'WAY AT 33RD ST.
	Private auction. 150 objets d'art from the William Randolph Hearst collection to be auctioned for benefit of N.Y. Infirmary for Women and Children. Chief auctioneer: George Jessel. Brilliant society audience will attend. 8:30 auction will be preceded by 6:30 dinner. Admission, \$1. Dinner, \$1.50 extra. Applications for tickets and dinner reservations must be made with Mrs. Harold E. Talbott, Chairman of Arrangements. MU. 6-6333.		
Wednesday Mar. 26 Dinner	CHINA LEGION DINNER	UNITED CHINA RELIEF	WALDORF ASTORIA HOTEL GRAND BALLROOM
	Opening of United China Relief's campaign to raise \$5,000,000. Chairman of Woman's Committee: Mrs. Vincent Astor. Publ. Ted Saucier, EL. 5-3000.		
Closing Wednesday Mar. 26	FRENCH ART EXHIBIT 1800-1900	METROPOLITAN MUSEUM	5TH AVE. AT 82ND
	Full of ideas for fashion designers. Exhibit of prints, portraits and costumes of France, from 1800-1900. Open Wednesday until 10:00 P.M.		
Thursday Mar. 27 12:30 P.M. Luncheon	SPECIALTY SHOP LUNCHEON FASHION SHOW	HERTHA MAY	PERSIAN ROOM PLAZA HOTEL
	Spring fashion revue of dresses. Press and public. Publicity: Joe Ryle, PL. 3-6744.		
Thursday Mar. 27 2:30 & 6:30 P.M.	"HALF-PINT" FASHION SHOW	OPPENHEIM-COLLINS	35 W. 34TH ST. 2ND FLOOR
	Peewee-sized customers will model new spring fashions from the "Half-Pint" Shop. Judy Garland, "half-pint" movie-star, may be among those present. Publicity: Peg Read, WI. 7-8200.		
Thursday Mar. 27 2:30 & 8:30 P.M.	PAN AMERICAN SPRING FASHION SHOW	TRAPHAGEN SCHOOL OF FASHION	HOTEL ASTOR GRAND BALLROOM
	300 costumes on parade--of Old World, Mexican, Central, Southern and Northern American origins. Also 100 modern adaptations designed by Traphagen Students, executed in fabrics from leading American creators. Auspices of Fashion Digest Magazine. Purpose: sponsoring the young American designer. Publicity: Jane Ellis, VO. 5-6000.		
Thursday Mar. 27 Teatime	SPRING FASHION SHOW AND TEA	WOMEN'S NATIONAL REPUBLICAN CLUB	3 WEST 51ST ST.
	Members will be treated to a showing of a complete spring wardrobe for the busy New York Woman, assembled by the Tailored Woman. Proceeds of the tea will go toward the educational work of the club. Press and public. Publicity: MU. 2-6215.		
Wed. Mar. 26-3 P.M.	PRESS PREVIEW SPRING FURS	GUNTHER'S 2ND FLOOR	666-5TH AVE.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Mar. 27 3:00 P.M.	LECTURE ON FASHION Topic: "How Students Can Use Fashion Training On A Magazine". Open to regularly enrolled students and members of the Fashion Press. Contact: PL. 8-1662.	MISS MARGARET CASE STAFF EDITOR, VOGUE	N. Y. SCHOOL FINE & APPLIED ARTS
Thursday Mar. 27 3:30 & 6:30 P.M.	SPRING BRIDES' FASHION SHOW Bridal Fashions. Press and public. Publicity: Miss Hillebrand, WI. 7-9600	FRANKLIN SIMON	FIFTH AVE. AT 38TH 4TH FLOOR
Thursday Mar. 27 5:00 P.M. Tea Dance	BONWIT TELLER FASHION SHOW Bonwit Teller, first store to make a good will trip to South America in 1939, will fly a fashion show, "Panorama of April Fashions in the Americas", to Washington, D.C., for presentation at Brazilian Embassy, to benefit the American Red Cross. The First Lady heads the list of Honorary Patronesses. Tickets, \$10. Publicity: Nona James, EL. 5-6800.	AMERICAN RED CROSS	BRAZILIAN EMBASSY WASHINGTON, D.C.
Friday Mar. 28 2:30 P.M.	SPRING FABRIC AND PATTERN SHOW Publicity: Miss Love, ST. 9-4700.	JOHN WANAMAKER	B'WAY AT 9TH ST. 2ND FL. FASHION STORE
Friday Mar. 28 5:15-5:30 P.M.	RADIO TALK: "THE CAPE IN ART" Concluding program in series, "Fashion In Art", conducted by Alice Pent- large of Metropolitan Museum Staff. Publ. Dorothea Beckman, CI. 5-5566.	FIRA BENENSON, BONWIT TELLER	STATION WQXR
Friday Night Mar. 28	FIGURE-SKATING CARNIVAL PREMIERE 8th annual Figure Skating Carnival. Skating Club of New York. Tickets, \$2 to \$8.50, Burden-Littell Entertainment Bureau, Bonwit Teller, EL. 5-6800.	THE CARROLL CLUB	MADISON SQUARE GARDEN
Saturday Mar. 29 10:30 A.M. & 2:30 P.M.	BEGINNING SERIES OF THREE MARIONETTE SHOWS Sue Hasting's Marionettes will entertain "the kiddies" before Easter. Programs: Mar. 29, "Under the Big Top" and "Lions and Funny Bunnies"; Apr. 5, "Little Black Sambo"; Apr. 16, "Peter Rabbit". Publicity: Miss Love, ST. 9-4700.	JOHN WANAMAKER	B'WAY AT 9TH ST. 5 FL. FASHION STORE
Saturday Mar. 29 11:00 & 11:30 A.M.	CHILDREN'S PUPPET SHOW Peggy Bridge's Marionettes in "Peter Rabbit", tie-ing in with children's fashions in "Penny Candy Prints". Press and public. Publicity: Helen Fennebresque, WI. 7-7000.	JAMES McCREERY	5TH AVE. AT 34TH INFANTS DEPT. 5 FL.
Saturday Mar. 29 12:30 & 2:30 P.M.	INFORMAL SHOWING, SPRING DRESSES AND COSTUMES Luncheon, spiced by an informal fashion showing from the Better Dress Department. Publicity: TR. 5-8100.	FREDERICK LOESER & CO. 5TH FLOOR RESTAURANT	484 FULTON STREET BROOKLYN

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Saturday Mar. 29 1:30 P.M. Luncheon	"LUNCHEON AT THE WALDORF"	ILKA CHASE CAMEL CIGARETTES	STATION WJZ
	Ilka Chase will concentrate on diamonds - particularly, industrial diamonds. Principal guest: Otto L. Preminger, actor-director. Admission by invitation only. But anyone can tune in on the fun. Publicity: Ted Saucier, EL. 5-3000.		
Monday Mar. 31 10 A.M.- 10 P.M. Tuesday Apr. 1 10 A.M.- 6:00 P.M.	OFFICIAL OPENING, AMERICAN LEATHERS FOR AUTUMN; FALL SHOE STYLE CONFERENCE	TANNERS' COUNCIL OF AMERICA AND NATIONAL SHOE RETAILERS' ASSOC.	WALDORF ASTORIA GRAND BALLROOM & STARLIGHT ROOF
	Members of Tanners' Council of America will exhibit new leathers for fall and winter 1941; while National Shoe Retailers' Association conducts Fall fashion conference. Admission by invitation Monday, Mar. 31. General admission, Tuesday afternoon. Director: Tanners' Council: Mr. J.L. Nelson, BE. 3-0494; N.S.R.A.-L.E. Langston, AS. 4-9515.		
Monday Mar. 31 7:45 P.M.	LECTURE ON FASHION	SARA PENNOYER BONWIT TELLER	TOBÉ-COBURN SCHOOL FOR FASHION CAREERS
	Topic: How Bonwit Teller Dramatizes Fashion. Open to regularly enrolled students and members of the Fashion Press. Information: CI. 6-1935.		
Tuesday Apr. 1 1:15 P.M. Luncheon	LORD & TAYLOR "DESIGNERS SHOP" FASHION SHOW	RITZ CARLTON OVAL ROOM	MADISON AVE. AT 46TH
	Press and public. Publicity: Bernice Maguire, WI. 7-3300.		
Tuesday Apr. 1 2:30 P.M.	SPRING FASHIONS FOR FASHIONABLE SUBURBIA	JOHN WANAMAKER	B'WAY AT 9TH ST. 3RD FL. FASHION STORE
Wednesday Apr. 2 12:30 P.M. Luncheon	LUNCHEON FASHION SHOW: WAR RELIEF BENEFIT	WAR RELIEF ASSOCIATION OF AMERICAN YOUTH	HOTEL PIERRE NEPTUNE ROOM
	This youthful subsidiary of the War Relief Association will stage its first big public fashion show. Exhibitors: Fromm Pedigreed Silver Fox fashions; Helen Leibert Hats. Mannequins: society debs and sub-debs. Tickets, \$2.50. Publicity: Abbott Kimball, PL. 3-9602.		
Wednesday Apr. 2 3:00 P.M.	"YOUNG VIEWPOINT" FASHION SHOW	ABRAHAM & STRAUS 3RD FLOOR	420 FULTON STREET BROOKLYN
	The Women's Moderate Price Dress Shop invites Fashion Press and public to a showing of spring fashions for women of young viewpoint about the way they dress. Publicity: Miss Schneider, TR. 5-7200.		
Thursday Apr. 3 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW	R. H. MACY	PERSIAN ROOM HOTEL PLAZA
	Macy's Little Shop Fashions. Publicity: Kay Inglis Jones, CH. 4-2000.		
Thursday Apr. 3 4:00 & 6:00 P.M.	"DOWNSTAIRS STORE" FASHION SHOW	JAMES McCREERY	FIFTH AVE. AT 34TH
	Spring fashions previewed for Press and public. Publicity: Helen Fennebresque, WI. 7-7000.		

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Friday Apr. 4 12:30 P.M. Luncheon	LUNCHEON: WINNERS OF DU BARRY HOME SUCCESS COURSE To present the 5 winners of the Du Barry Home Success Course to New York's Beauty Editors and Fashion Press. Winners flown in from Iowa, Nebraska, Illinois and Arkansas. Ann Delafield will preside. Publ. J.Ellis, VO.5-6000.	RICHARD HUDNUT	WALDORF ASTORIA EMPIRE ROOM
Friday Apr. 4 3:00 P.M.	LECTURE ON FASHION Topic: "Fashion Promotions". Open to regularly enrolled students and members of the Fashion Press. Contact: PL. 8-1662.	MISS HELEN CORNELIUS, STYLIST	N.Y. SCHOOL FINE & APPLIED ARTS
Saturday Apr. 5	"YOUNGER CROWD" FASHION REVIEW Publicity: Ted Saucier, EL. 5-3000.	LORD & TAYLOR (time in later issue)	5TH AVE. AT 38TH 6TH FLOOR
Saturday Apr. 5 10:00 P.M.	ARMY DAY DINNER AND BALL Publicity: Ted Saucier, EL. 5-3000.	MILITARY ORDER OF THE WORLD WAR	WALDORF ASTORIA HOTEL GRAND BALLROOM
Tuesday Apr. 8 1:15 P.M.	LUNCHEON FASHION SHOW NICOLE DE PARIS HATS	RITZ CARLTON HOTEL OVAL ROOM	MADISON AVE. AT 46TH
Thursday Apr. 10 6:00 P.M.	BRIDAL TROUSSEAU FASHION SHOWING Press and public. Publicity: Peg Read, WI. 7-8200.	OPPENHEIM-COLLINS	35 WEST 34TH ST. 2ND FLOOR
Saturday Apr. 12- May 10	SPRING RACE MEET	METROPOLITAN JOCKEY CLUB	JAMAICA, L.I.
Saturday Night Apr. 12	AMERICAN BALL Object of Ball--aid for American draftees--funds for tobacco, knitwear, games, etcetera. In charge - young socialite, Harriet Williams and Co-chairman, Al Kavanagh. Committee headquarters: WI. 2-4100. The committee will welcome suggestions for fashion tie-ups, etcetera.	YOUNGER SOCIAL SET	PARK LANE HOTEL GRAND BALLROOM
Apr. 13 Easter Sunday Parade	"COACH AND FOUR" PARTY Guests in WOR's Easter "Coach and Four" will include current glamour-debs Josephine Johnson and Martha Douglas, correctly ensembled for the Easter Parade by Vogue and Harper's Bazaar. Miss Johnson will be dressed by Harper's Bazaar; Miss Douglas by Vogue. Other guests and fashion commentator will be named in later issue of FASHION CALENDAR. Publicity: Edith Meserand, PE. 6-8600.	RADIO STATION WOR	TOUR OF 5TH & PARK AVES.
Tuesday Apr. 15 1:15 P.M. Luncheon	JONAI LUNCHEON FASHION SHOW Press and public. Publicity: PL. 3-4600.	RITZ CARLTON OVAL ROOM	MADISON AVE. AT 46TH

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Tuesday Apr. 15 3:30 P.M.	CARD PARTY AND FASHION SHOW	FAITH HOME FOR INCURABLES	WALDORF ASTORIA
	Hattie Carnegie, Saks 5th Avenue, Bonwit Teller and De Pinna will collaborate in a special showing of spring fashions. Proceeds to benefit Faith Home for Incurables. Publicity: Mrs. H.S. Pollard, EL. 5-5641.		
Wednesday Apr. 16 1:00 P.M.	"SPRING FEVER" FASHION SHOW	MRS. ERNEST ISELIN'S GENEROSITY THRIFT SHOP	WALDORF ASTORIA GRAND BALLROOM
	High-spot: Presentation of latest American fashions designed by Manhattan's most outstanding couturiers, modistes and furriers, including: Bergdorf Goodman, Hattie Carnegie, Saks 5th Avenue, Bonwit Teller, Henri Bendel, Jay Thorpe, House of Tappé, Lilly Daché, Jaeckel's, Milgrim, Chez Ninon, Madame et La Jeune Fille, Kathleen, Inc. and Mrs. William B. Scaife. Staging: Thom Lee; Display Director, Bonwit Teller; Commentator, Jerry Norris, Lilly Daché. Proceeds to Generosity Thrift Shop, for 8 charities. Contact: Miss Patricia Murray, RH. 4-5350.		
Wednesday Apr. 16	PRESS PREVIEW BRIGANCE COLLECTION	LORD & TAYLOR BIRD CAGE	5TH AVE. AT 38TH ST
	Time in later issue of FASHION CALENDAR. Publ. Bernice Maguire, WI. 7-3300.		
Wednesday Apr. 16 Cocktail Hour	LATE SPRING & SUMMER MILLINERY FASHION SHOW	MILL'NY CREATOR'S GUILD	ST. REGIS ROOF 5TH AVE. AT 55TH ST.
	The 9 members of the Millinery Creators' Guild: Delle Donne, Inc.; Harryson Hats; Dave Herstein Co.; G. Howard Hodge; Hyland Hats, Inc.; Miriam Lewis; Edgar J. Lorie, Inc.; Germaine Montabert, Inc.; and Vogue Hats Garfunkel Makers, will stage a joint showing of late spring and summer hat fashions. Admission by invitation only to selected list of retailers and members of the Fashion Press. Contact: G. Howard Hodge, PL. 3-7030.		
Wednesday Evening Apr. 16	CINDERELLA BALL	NAT'L ASSOCIATION OF DAY NURSERIES	WALDORF ASTORIA MAIN BALLROOM
	10 leading designers will create special Cinderella Ball gowns. Individual tickets, \$7.50. Contact: Mrs. Blanche Mahler, GR. 5-3310.		
Thursday Apr. 17 12:30 P.M. Luncheon	STEIN & BLAINE LUNCHEON FASHION SHOW	PERSIAN ROOM HOTEL PLAZA	5TH AVE. AT 59TH ST.
	Publicity: Kay Merrill, PL. 3-6180.		
Thursday Apr. 17 From 10 P.M.	BALLET BALL	BALLET GUILD	ST. REGIS ROOF 5TH AVE. AT 55TH ST.
	Third annual Ballet Ball--by invitation only. Contact: Miss Helen McGuinness, MU. 2-1410.		
Friday Apr. 18 2:30 P.M.	INTRODUCING FASHIONS IN PALM BEACH CLOTH	JOHN WANAMAKER	B'WAY AT 9TH ST. 4TH FL. FASHION STORE
	Wanamaker's will open a new shop devoted to misses' Sacony fashions in Palm Beach Cloth - erstwhile he-man favorite. Suits, dresses, slacks, etc. will be presented in a fashion revue for press and public. Publicity: Miss Love, ST. 9-4700.		

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Friday Apr. 18 From 10 P.M.	WALTZ BALL	NAT'L. ORCHESTRAL ASSOCIATION	RITZ CARLTON BALLROOM
	Society sponsors. For benefit of Nat'l. Orchestral Association. Admission \$7.50 per person. Publicity: Ritz, PL. 3-4600.		
Friday Apr. 18 10 P.M.	ILLUSTRATORS BALL	SOCIETY OF ILLUSTRATORS	WALDORF ASTORIA STARLIGHT ROOF
	Details in later issue of FASHION CALENDAR. Publicity: Ted Saucier, EL. 5-3000.		
Monday Apr. 21-26	NATIONAL NOTION WEEK		
	Special displays and promotions will be staged in Notion Depts. of Dept. and Chain Stores throughout the country. The I.B. Kleinert Rubber Co. theme: "Spruce Up For Spring". Publicity: Stell Ayleshire, MU. 6-7077.		
Tuesday Apr. 22 1:15 P.M. Luncheon	CHEZ ROSETTE LUNCHEON FASHION SHOW	RITZ CARLTON HOTEL OVAL ROOM	MADISON AVE. AT 46TH
	Mrs. Pleasants Pennington's review of early summer fashions. Publicity: PL. 8-2460.		
Tuesday Apr. 22 & Wednesday Apr. 23	SYMPOSIUM ON ADVERTISING	CONSUMER MARKETING DIVISION, AMER. MANAGEMENT ASSOC.	ROOSEVELT HOTEL MADISON AT 45TH ST.
	"Getting Your Story to the Customer", a symposium on advertising. Admission gratis to members and Press. Non-members, \$5 for full conference; \$1 for each lecture. For further details, time of day, etc., contact: James O. Rice, BRy. 9-6055.		
Thursday Apr. 24 Afternoon	"GIFT HORSE" PARTY	N.Y. EXCHANGE FOR WOMEN'S WORK	RITZ CARLTON HOTEL MADISON AVE. AT 46TH
	8th annual "Gift Horse" Party for benefit of N.Y. Exchange for Women's Work. Admission, \$1. Time in later issue of FASHION CALENDAR. Publicity: Ritz, PL. 3-4600.		
Friday Apr. 25 Dinner- Dance	RED, WHITE AND BLUE BALL	SOLDIERS AND SAILORS CLUB OF N.Y.	RITZ CARLTON HOTEL BALLROOM
	Patriotic benefit dinner-dance. Admission, \$7.00. Publicity: Ritz, PL. 3-4600.		
Saturday Apr. 26 4:00 P.M.	CHARLES LE MAIRE OPENS NEW SALON		30 EAST 54TH ST.
	Charles Le Maire will celebrate the opening of his own establishment with cocktails for the press. He will design for individual customers, make models on a limited scale for the trade, and conduct a small out-of-town wholesale business. Publicity: Mrs. Goetz, PL. 8-0014.		

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Saturday Night Apr. 26	"ZIEGFELD GIRLS" BALL AND FASHION SHOW	ZIEGFELD CLUB, INC.	WALDORF ASTORIA GRAND BALLROOM
	Presenting "Follies Girls" and fashions of the Ziegfeld era. Staged by Ned Wayburn. Part of proceeds to British War Relief. Publicity: Ned Wayburn, BR. 9-1133.		
Tuesday Apr. 29 1:00 P.M. Luncheon	"DESIGN AWARD LUNCHEON	LORD & TAYLOR	WALDORF ASTORIA PARK AVE. AT 50TH
	4th annual "Design Award" Luncheon. Lord & Taylor recognizes the genius of American designers. Publicity: Bernice Maguire, WI. 7-3300.		
Tuesday Apr. 29 1:15 Luncheon	LUNCHEON FASHION SHOW "TRAVELERS CHEQUES"	MURIEL JOHNSTONE	RITZ CARLTON HOTEL OVAL ROOM
	Muriel Johnstone has tied that august institution, the American Express Company, into an all-inclusive summer fashion promotion called "Fashions Expressly American in Travelers Cheques". These chequered fashions will be shown to the press and public at the last of the Ritz Carlton's regular Tuesday luncheon fashion showings. Bonwit Teller will have these fashions exclusively in New York. For information, contact: Muriel Johnstone, CI. 5-7880.		
Saturday May 3	KENTUCKY DERBY		CHURCHILL DOWNS
Monday May 12	OPENING OF FALL SHOE LINES QUALITY GROUP OF NEW YORK ST. LOUIS MANUFACTURERS	INDIVIDUAL SHOWROOMS &	COMMODORE HOTEL COMMODORE HOTEL
Monday May 12	"DEALER" SHOE FASHION SHOW	I. MILLER & SONS	LONG ISLAND CITY 43-10 23RD ST.
	Publicity: Miriam Cooper, BR. 9-2000.		
Monday May 12 1:00 P.M. Luncheon	SHOE DEALER'S LUNCHEON	NEWTON ELKIN SHOE CO.	WALDORF ASTORIA EMPIRE ROOM
	For dealers only. Speakers: Mr. John Knox, Pres. Bonwit Teller, Philadelphia; Mrs. Ruth Rusling who, for the 4th time will address the Newton Elkin Luncheon, speaking on shoes in relation to the fashion picture. Contact: Paul Elkin, IO. 5-6569.		
Thursday May 15	END OF "SLEEPING BEAUTY" CONTEST	PEQUOT MILLS	
	Wind-up of Pequot's quest for photograph best illustrating "Sleeping Beauty". Liberal money awards. Distinguished judges. Photos to go on exhibit. Publicity: Constance Hope, PL. 3-3390.		
Friday May 16- Saturday May 24	NATIONAL COTTON WEEK		
	Campaign under direction of Dr. Murchison, Cotton-Textile Institute. Promotional plans in early April. Contact: Miss Jewel, MU. 4-1075.		

IMPORTANT FIRST NIGHTS IN THE THEATRE, CINEMA AND NIGHT SPOTS

Monday Mar. 24	"NATIVE SON" (Postponed from Mar. 19th. Might still be changed)	St. James Theatre 246 West 44th St.
Tuesday Mar. 25	"GABRIELLE" Leonardo Bercovici dramatization of Thomas Mann short story, "Tristan". Costumes: Kenn Barr. Press: Leo Freedman, LA. 4-5119.	Maxine Elliott's Theatre 109 West 39th St.
Wednesday Mar. 26	"YOUR LOVING SON" Abby Merchant comedy. Publicity: Richard Maney, WI. 7-6939.	Little Theatre West 44th St.
Friday Mar. 28 Midnight	"GREEK FESTIVAL FOR FREEDOM" An all-star benefit program starting at midnight, to aid Greek War Victims. Tickets, \$1 to \$10 in Lobby of Music Hall. Publicity: BR. 9-7800.	Radio City Music Hall
Tuesday Apr. 1	RINGLING BROTHERS-BARNUM & BAILEY CIRCUS The circus comes to town. Publicity: Ringling Bros. CO. 5-6791.	Madison Square Garden
Tuesday Apr. 1	"WATCH ON THE RHINE" New Lillian Hellman play about anti-Hitler German. Costumes, Helène Pons. Publicity: Richard Maney, WI. 7-6939.	Martin Beck Theatre 302 West 45th St.
Thursday Apr. 3	"THAT HAMILTON WOMAN" (Cinema) Alexander Korda production starring Vivien Leigh and Laurence Olivier. Costumes by René Hubert. Publicity: Tess Michael, BR. 9-7300.	Radio City Music Hall
Monday Apr. 7	"THERE SHALL BE NO NIGHT" (Theatre to be announced) Return of Alfred Lunt and Lynn Fontanne in Sherwood play. Proceeds to British War Relief Society. Publicity: W. Fields, CI. 5-7930.	
Thursday Apr. 10	"THE NIGHT BEFORE CHRISTMAS" Morosco Theatre Comedy by Laura and S. J. Perelman. Cast includes Phyllis Brooks. Publicity: Richard Maney, WI. 7-6939.	217 West 45th St.
Friday Apr. 11	"THE GREAT LIE" (Cinema) Bette Davis, Mary Astor and costumes by Orry-Kelly.	Strand Theatre
Saturday Apr. 12	"POT O' GOLD" (Cinema) Pan-American Première of James Roosevelt film. Publicity: Tess Michael, BR. 9-7300.	Theatre to be announced.
Saturday Apr. 12	GALA REOPENING OF SERT ROOM Informal spring season. Xavier Cugat will play for dinner and supper dancing. Bundles for Britain benefit. Publicity: Ted Saucier, EL. 5-3000.	Waldorf Astoria Hotel

HOLIDAYS AHEAD

Apr. 1	APRIL FOOL'S DAY
Apr. 7	ARMY DAY
Apr. 13	EASTER SUNDAY
Apr. 14	PAN-AMERICAN DAY
Apr. 27	DAYLIGHT SAVING BEGINS
May 11	MOTHER'S DAY
May 30	MEMORIAL DAY
June 14	FLAG DAY
June 15	FATHER'S DAY
June 21	FIRST DAY OF SUMMER

RED LETTER WEEKS

Mar. 23-29	NATIONAL SPRING MILLINERY WEEK
Mar. 29	BASEBALL WEEK
Apr. 14-19	NATIONAL GARDEN WEEK
Apr. 21-26	NATIONAL FOOT HEALTH WEEK
Apr. 21-26	NATIONAL NOTIONS WEEK
Apr. 26	NATIONAL FISHERMEN'S WEEK
Apr. 27	NATIONAL BETTER HOMES WEEK
Apr. 28	NATIONAL BABY WEEK
May 10-17	NATIONAL GOLF WEEK
May 16-24	NATIONAL COTTON WEEK
May 24-31	NATIONAL TENNIS WEEK
June 9-14	NAT. LUGGAGE & LEATHER GOODS WEEK